

DR. PRICE'S Cream Baking Powder

Each time the United States Government has officially tested the baking powders the report has shown Dr. Price's Cream Baking Powder to be of superlative leavening strength, free from alum, absolutely pure and wholesome.

This is gratifying, for Dr. Price's Cream Baking Powder is depended upon by millions of people to raise their daily bread.

PRICE BAKING POWDER CO.
CHICAGO.

NOTE.—These Government inquiries also developed the fact that there are many mixtures upon the market made in imitation of baking powder, but containing alum or other caustic acid, whose use in food is dangerous.

Bargain Counter Honesty

By ISAAC KEIM,
General Manager Siegel, Cooper & Co., Chicago.



Mr. Isaac Keim.

IS THE BARGAIN COUNTER HONEST? This question is asked by thousands—but not as often as it was five years ago. And right here, in the growing infrequency of the question is found its answer.

Yes; it is honest. IT CAN'T AFFORD TO BE OTHERWISE.

This answers broadly a question broadly put. So long as human nature continues unregenerated the bargain counter is occasionally going to show a "yellow streak;" but in the main it may be put down with emphasis that when any reputable store advertises some particular article as a decided bargain it is a bargain at the price offered.

As the modern metropolitan department store is the recognized and acknowledged parent of the Bargain Counter, it is from the viewpoint of the former that I am discussing the morals of the latter.

A CROOKED BARGAIN COUNTER IS THE MOST EXPENSIVE LUXURY IN WHICH A DEPARTMENT STORE COULD POSSIBLY INDULGE. Why? Because there are thousands of persons who visit the big department establishments solely on the strength of the bargains it offers in its advertisements.

At least this is their attitude in the beginning. Their other trading they do with the small merchant nearer their own doors.

One bad bargain sale will disappoint hundreds of these special buyers, and consequently drive their trade away. An unbroken record for square and satisfactory bargain sales changes these occasional buyers into regular patrons. They come to the Big Bargain, but go out with a good list of other purchases. Finally they come, anyway, whether they are interested in the bargain of the day or not—COME BECAUSE THEY HAVE FOUND THAT AN ADVERTISED BARGAIN IS A REAL BARGAIN.

Then there is another way by which to get at what a Bargain Sale means to a big department store and why the latter cannot afford to deal in misrepresentations about the values of its bargains.

Sometimes one day's bargain sales in a single store amount to \$40,000, to \$50,000—yes, even to \$100,000. That means thousands of individual customers brought out by this special attraction. THEY MUST NOT BE DISAPPOINTED!

But how is it that the Big Department Store can afford to offer the bargains which they do offer? Do they sell these goods for less than they cost the house selling them?

Sometimes; but not generally. As a rule this sacrifice is not necessary. Generally, however, the bargains are offered at less than cost under ordinary conditions, if not below the wholesaler's cost.

How is this possible? The secret may be stated in six words: TREMENDOUS PURCHASING POWER OF CASH CAPITAL.

Here is the nub of the whole question. The manager of the large department store finds himself in this position:

A public of possible patrons numbering high in the hundreds; a capital in ready cash. In short, he has the sinews of war and the people who are ready to come his way if the inducement offered is sufficient.

Then the only question is to buy close enough so that the goods may be offered at a remarkably low price, attracting thousands to the store and possibly yielding a very small percentage of profit.

A manufacturer of a certain article in common demand comes to him and says: "I have made up a surplus of this particular brand of goods; I need the room they occupy and the money which is locked up in this stock; rather than carry the stock over for another season I will make a big sacrifice in price. The sum involved may be \$10,000 or more; the manufacturer needs the cash and the department store manager has it; the only consideration is the PRICE, and if the manufacturer has been candid in his talk he will close out the whole big line of goods at a figure which enables his Bargain Counter merchant to sell the goods at perhaps half their usual retail price.

This with a hundred variations is the history of the kind of buying that makes the sensational prices of the modern Bargain Sale possible.

Isaac Keim

It is the boy who knows how to carry the message to Garcia who succeeds in life.

American persistency and push have captured the world, but of all the Americans I have ever met none have shown a greater amount of this persistency than the American reporter or interviewer.

As a detective he is far and away ahead of Sherlock Holmes. His "nose for news" will ferret out the minutest details of every financial scheme, every foul crime, every political combination and intrigue. He tells the police what they are searching for. He will almost read the innermost thoughts of the man who attempts to conceal from him that which he wants.

His imagination is more vivid than was that of Dante. What he does not learn from facts he puts together by the aid of this imagination. He figures out at a lightning speed the whys and wherefores of a subject. He will tell you with the force of conviction the motive behind a blood-curdling murder or other crime. His mind follows the workings of the political intriguers, even though iron doors and stone walls may bar them from his sight and hearing.

The foreigner traveling in his country soon comes to look upon him as merciless, but also soon finds it best to yield to his importunities for facts rather than take chances on his imagination, for the American public have a habit of believing that which the reporter writes, trusting in his ability to find the facts, a trust which is not oftentimes misplaced, though the public seldom realize the methods by which the facts are secured.

The American reporter is typically American. HE STANDS FOR PUSH, ENERGY, PERSISTENCY. He refuses to be defeated, and he makes the American newspaper the timeliest, most entertaining publication in the world.

The American Reporter
By MAX O'RELL.

Very truly yours,
D. F. LANGE,
Cashier Wabash R. R., East St. Louis.
Sold by Leroy Farmer, m1

FEBRUARY

It is just between hay and grass, as the farmer would say. Winter trade is nearly gone and spring trade has hardly begun. It is a cleaning up month with us and to push business we are making prices so low that if you come and see the goods you'll buy. You will find that your money will go a long ways here now, almost twice as far as usual. Here are a few prices that will interest you, unless you are bargain proof.

\$20 suits at \$15; \$15 suits at \$11.50; \$10 suits at \$8.25. Prices of children and boys' suits cut in two. \$1 shirts at 75c. 75c shirts at 50c. Etc.

H. SINAUER

The Popular Clothier.

Keller's
Old Stand,
One
Door West
of the
Postoffice.

TWNETIETH SEMI-ANNUAL STOCK SALE. LIMESTONE VALLEY FARM.

Seven miles east of Sedalia, and two miles north of Smithton, Pettis Co., Mo.

Tuesday, March 4, 1902.

20 good breeding jacks, blacks, 14 to 16 bands; 6 good Stallions, Saddle, Coachers and draft; 20 good work mules; 25 choice Poland China brood sows, representing all the best and most fashionable families, all safe in pig.

Terms: Cash or satisfactory bankable note, free conveyance from Smithton, main line Missouri Pacific Railway, and Beaman, main line M. K. & T. Railway. We shall be pleased to have all from a distance come the day before the sale. Come whether you wish to buy or not, we will be glad to meet you and take care of you free of charge. Catalogues ready February 10, and we will gladly mail you one.

Telegraph station, Sedalia. Telephone, Bell line Sedalia, No. 438. Auctioneers: Col. E. W. Stevens, Col. R. L. Harriman, Col. C. J. Hieronymus, Col. W. D. Ross, Shelby Bartie, Clerk.

L. M. MONSFES & SONS, Smithton, Mo.

DIFFICULT QUESTIONS

Getting a pair of new shoes is a cause of worry to most people, and the following difficult questions naturally arise:

? Where can I find a shoe that fits comfortably?
? Where can I find the best quality in a shoe?
? Where can I find the best Shoe for the money?

We can answer these questions readily for you. Give us a trial and we can satisfy you with a comfortable fit, unsurpassed in quality and at a price that you must at once acknowledge to be reasonable. We solicit a liberal share of your patronage.

M. D. WILSON.



Coming Events East Their Shadows Before

And all indications point to a busy season in the building line. Secure your lumber at the prices we are quoting and save 15 or 20 per cent advance.

**Harris-Anderson
Lumber Co.**

J. J. RHODES - MANAGER.

GEORGE W. BATES,

—WITH—

The Equitable Life Insurance Co.,

- Of New York -

THE STRONGEST IN THE WORLD

When wanting Life Insurance call on or address

GEORGE W. BATES, - Lexington, Mo.

We make a specialty of job printing

Closing Out Sale!

Having decided to close out and quit the dish business, we offer for sale our entire stock of Dishes and Cutlery at less than cost. Parties wishing new dishes at wholesale prices can get them.

Vaughan & McClelland.

D. O. Heathman returned Tuesday morning from a visit at Kansas City and Liberty.

Mrs. T. C. Crenshaw went to Kansas City Wednesday morning to visit relatives.

The Rev. Mr. Kennedy came in Saturday afternoon to visit his sister, Mrs. M. E. Nickell.

Miss Florence Monroe and Miss Ollie Wyman, of Sedalia, were guests of Miss Minnie King Sunday.

Mrs. John Welborn went to Kansas City Tuesday afternoon to visit her sister, Mrs. A. C. Willis.

Miss Lora Ault, who was a guest at Central college, returned to her home at Kansas City Tuesday morning.

Eugene Weber left for Kansas City Friday morning to attend a banquet given by the young men's republican club.

Mrs. J. B. Elling left for her home at Concordia Wednesday morning, after a visit with Lexington relatives.

Judge James P. Chinn attended a banquet given by the Knights of Pythias at Higginsville Tuesday night.

THE DOCTOR'S PICTURE.

The likeness of W. B. Caldwell, M. D., is on every bottle of the genuine Dr. Caldwell's Syrup Pepsin. Accept no other. Take it for constipation and as a regulator of the stomach and bowels. 50c and \$1.00. For sale by Leroy Farmer m1

Miss Maggie Graves, of Odessa, went to Independence Tuesday morning after a visit with Lexington friends.

The transfer company keeps a call book at the Mammoth livery stable, and on at the Grand Central hotel. Leave orders at these places 10-27-11

A marriage license was issued Saturday morning to Robert Graham, of Wellington, and Miss Minnie Popejoy, of Kansas.

Mrs. George Cooper returned to her home in Kansas City Friday evening after a visit to her mother, Mrs. Elizabeth Wallace.

Mrs. Mary W. Chew left for St. Louis Wednesday morning to make an extended visit with her daughter, Mrs. W. K. Stannard.

Mrs. Nathan Gordon returned to her home at Waverly Wednesday morning, after a visit of several days with Mrs. John Gordon.

We refund 10 cents for every package of Putnam Fadeless Dye that fails to give satisfaction. Monroe Drug Co., Unionville, Mo. Sold by C. W. Loomis. 2-22m1

Another Big Hereford Sale.

The approaching combination sale of 200 registered Hereford cattle will be held in the sale pavilion at the Kansas City stock yards three days beginning February 25. The importance of the event grows out of the prominence of the contributors in the breeding world and the widespread advertising the sale has had. Dratts will be made from the herds of Scott & March, Belton, Mo.; Frank Rockefeller, Cleveland, O.; O. Harris-Harris, Mo.; Walter B. Waddell, Lexington, Mo.; Stewart & Hutchens, Greenwood, Mo.; Mrs. C. S. Cross, Emporia, Kas., and from the famous Sunny Slope farm at Emporia, Kas. The breeders who are conducting the sale have agreed to consist the very best young cattle in their herds, including a number of the prize winners at the annual shows held at Kansas City and Chicago last fall. A feature of the sale is a consignment from the Rockefeller ranch at Belvidere, Kas., the first he has ever offered at public sale, although he has been a buyer at all the leading sales for a number of years. It is generally believed that the forthcoming sale will contain the best young cattle ever offered in any sale at Kansas City.

A TEXAS WONDER

HALL'S GREAT DISCOVERY. One small bottle of Hall's Great Discovery cures all kidney and bladder troubles, removes gravel, cures diabetes, seminal emissions, weak and lame back, rheumatism and all irregularities of the kidneys and bladder in both men and women, regulates bladder troubles in children. If not sold by your druggist, will be sent by mail on receipt of \$1. One small bottle is 'two months' treatment, and will cure any case above mentioned. Dr. E. W. Hall, sole manufacturer, P. O. Box 828, St. Louis, Mo. See our testimonials. Sold by all druggists. At Crenshaw & Young's.

READ THIS:

Neosho, Mo., July 23, 1901.—I have been for twenty years a sufferer from kidney and bladder trouble; have not been able to do any work for several years. The Texas Wonder, Hall's Great Discovery, has cured me, and now I am able to do all my work. Anyone in need of a kidney medicine will find this to be the cheapest on earth, for I have tried them all. 1-11m1 W. A. DAVIS.

A CASHIER TESTIFIES.

Gentlemen—After twenty years of aches and pains caused by constipation brought on by sedentary habits, I have found relief in two bottles of Dr. Caldwell's Syrup Pepsin than all of the hundreds of other remedies I have tried, and I take pleasure in giving you this testimony, believing you have the finest preparation made for stomach trouble.

Very truly yours,

D. F. LANGE,

Cashier Wabash R. R., East St. Louis.
Sold by Leroy Farmer. m1